JUN 1

Broadcasting

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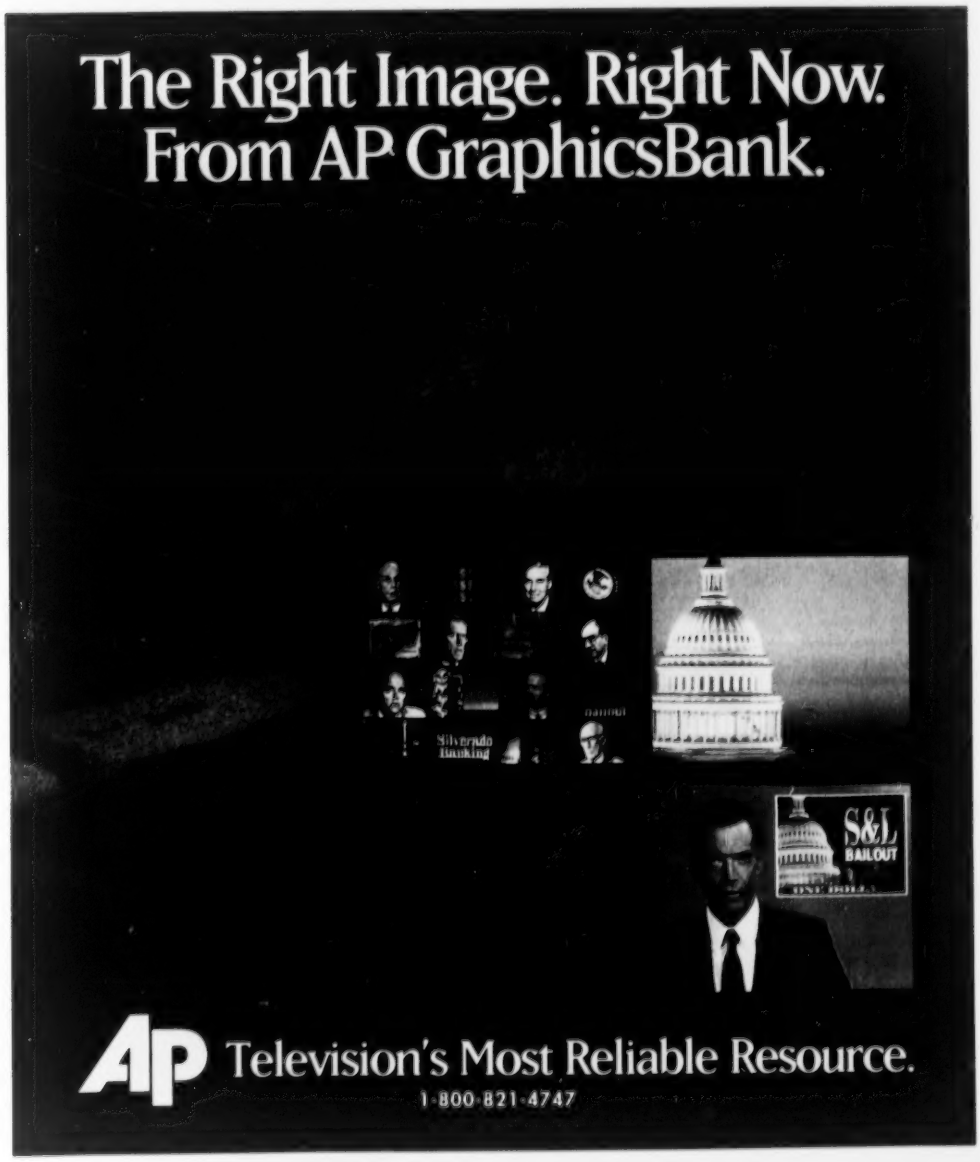
❑ FOX GOES FULL SERVICE FOR FALL / 18

❑ PPV SUMMIT: PROMISE OF TECHNOLOGY, THREAT OF COMPETITION / 24

❑ TV GROUP OWNERS FIND LITTLE SYMPATHY ON WALL STREET / 36



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EXCLUSIVE INTERVIEW
ABC ENTERTAINMENT HEAD BOB IGER
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BASEBALL SWINGS AT LOCAL RIGHTS

New language aimed at superstations

By Joe Flint and Randy Sukow

Major League Baseball threw another brushback pitch at superstations by requiring a language change for local broadcast contracts that would allow a team to terminate its contract with a station if game broadcasts are retransmitted "by any means" to more than 200,000 homes outside the team's territory.

An April 29 memo to the 28 major league teams obtained by BROADCASTING includes an "Extra Territorial Transmission" clause to be inserted in all contracts as they come up for negotiation.

And, in case Congress adopts retransmission consent language allowing broadcasters to charge cable systems for carriage of over-the-air signals, MLB has added a retransmission consent clause "designed to insure that clubs renewing or entering into new over-the-air TV agreements receive full value for the rights to broadcast their games."

Although the language in the extra-territorial transmission clause applies to over-the-air coverage as well as cable, wireless and satellite carriage, most see this as an attack on superstations. "It is very clear that Major League Baseball is opposed to superstations," said Bert Carp, vice president, government affairs, Turner Broadcasting, which owns superstation WTBS(TV) Atlanta and the Atlanta Braves. "We would hope a way will be found for baseball to continue to be on superstations. This [memo] appears to indicate that if baseball gets the changes it wants, there just won't be superstations."

David Alworth, Major League Baseball's executive director, broadcast, said the language required in renewal contracts is to "give the clubs the right to take back their broadcast rights if they don't feel that they are getting proper consideration for the use that is being made of those telecasts."

Alworth stressed that it is up to individual teams and not MLB to decide

This Week

ANOTHER HARBOR TRY / 8

Senator Robert Byrd introduces an amendment to public broadcasting authorization bill that would create a midnight-6 a.m. "safe harbor" for indecent programing.

PLAYING IT SAFE / 10

TV networks hope a fall schedule with little risky programing will translate into an attraction for advertisers.

THAT'S ENTERTAINMENT / 12

In an exclusive interview, ABC Entertainment President Robert Iger talks about his hopes for the network's "sales-friendly," younger-skewing lineup, as well as his own prospects for the future.

FULL WEEK FOR FOX / 18

Declaring itself a "full-service network," Fox extends its programing week to seven nights this fall.

PPV IN ORLANDO / 24

Among issues addressed at CTAM's PPV Conference is concern over the competitive threat posed by direct broadcast satellites. New technology to expand channel

Networks hope new shows—like NBC's 'Loved by You'—are loved by viewers and advertisers

capacity holds great promise.

WHITE HOUSE CALLS FOR VIDEO DIALTONE / 26

President Bush's chief domestic adviser, Clayton Yeutter, writes a letter to senators calling for removal of barriers to telcos' providing video services.

PTAR FLIP-FLOP / 28

With new Arbitron market rankings, Little Rock, Ark., and Albany, N.Y., change places as markets 50 and 51, which means stations there have to adjust their schedules and program buying habits.

RADIO REV UP / 30

RAB figures show station revenue up 3% in April compared with the same month last year.

JAPAN PONDERS ULTRA / 32

Next-generation digital technology, ultra TV, is the goal of proposed new Digital Movies Laboratory.

BANKING BLUES / 36

With the largest number of broadcaster public securities offerings in recent years, the financial market facing them is one of the toughest.

REP-ERCUSSIONS / 38

Executives of rep firms are unclear how their business will be affected by the FCC's proposed liberalization of TV ownership limits.

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Broadcasting's Ratings Week ↯ May 18-24

	ABC	CBS	NBC	FOX
MONDAY	9.8/16	17.0/28	14.6/24	6.2/10
8:00	60. Full House 7.1/13	12. Evening Shade 13.8/25	20. Fresh Prince 12.1/22	65. Fox Night at the Movies—Bill & Ted's Excellent Adventure 6.2/10
8:30	49. Family Matters 8.6/14	11. Major Dad 14.7/25		
9:00	28. ABC Monday Night Movie—Calendar Girl, Cop, Killer? 10.7/17	1. Murphy Brown 23.0/35	7. NBC Monday Night Movie—Bird on a Wire 15.1/24	
9:30		2. Evening Shade 17.9/27		
10:00		3. Northern Exposure 16.2/27		
10:30				
TUESDAY	14.1/23	12.0/20	13.7/23	NO PROGRAMING
8:00	21. Full House 11.9/22	30. Rescue: 911 10.3/18	24. In the Heat of the Night 11.4/20	
8:30	6. Home Improvmt 15.4/26			
9:00	4. Roseanne 16.0/25	15. CBS Tuesday Movie—Intruders, Pt. 2 12.9/21	10. NBC Tuesday Movie of the Week—Cruel Doubt, Pt. 2 14.8/24	
9:30	9. Coach 15.0/23			
10:00	14. Oprah: Behind the Scenes 13.1/22			
10:30				
WEDNESDAY	10.8/19	10.1/18	11.8/22	NO PROGRAMING
8:00	47. Wonder Years 9.0/18	39. Country Music Hall of Fame 9.7/18	13. Unsolved Mysteries 13.4/26	
8:30	41. Doogie Howser 9.6/18			
9:00	23. American Comedy Awards 11.6/20		29. Seinfeld 10.4/18	
9:30				
10:00		26. 48 Hours 10.9/19	22. Quantum Leap 11.7/21	
10:30				
THURSDAY	9.1/16	8.5/15	12.5/22	7.8/14
8:00	65. The Young Riders 6.2/12	35. Top Cops 9.9/19	42. Cosby 9.5/19	52. Simpsons 8.2/16
8:30			30. A Diffrnt World 10.3/19	71. Drexell's Class 5.8/11
9:00	53. MacGyver 8.1/14	34. Street Stories 10.0/17	17. Cheers 12.7/22	49. Beverly Hills 90210 8.6/15
9:30			25. Wings 11.3/19	
10:00	15. Primetime Live 12.9/23	72. Human Factor 5.6/10	5. L.A. Law 15.5/27	
10:30				
FRIDAY	10.7/22	6.1/13	9.6/19	5.4/11
8:00	37. Family Matters 9.8/22	64. Rescue: 911 6.4/14	53. Matlock 8.1/18	73. Fox Night at the Movies—The Haunted 5.4/11
8:30	39. Step By Step 9.7/21			
9:00	35. Dinosaurs 9.9/20	70. CBS Friday Movie—Till We Meet Again, Pt. 1 5.9/12	30. NBC Movie of the Week—Perry Mason: Case of the Desperate Deception 10.3/20	
9:30	44. Baby Talk 9.4/18			
10:00	17. 20/20 12.7/24			
10:30				
SATURDAY	5.4/12	6.1/14	8.3/18	6.4/14
8:00	80. ABC Saturday Night Movie—Plymouth 4.3/10	67. CBS Saturday Movie—Till We Meet Again, Pt. 2 6.1/14	46. Golden Girls 9.2/22	67. Cops 6.1/15
8:30			56. The Torkelsons 7.9/18	59. Cops 2 7.4/17
9:00			37. Empty Nest 9.8/21	63. Code 3 6.6/14
9:30			42. Nurses 9.5/20	75. Payback 5.3/11
10:00	58. The Commish 7.6/17		61. Sisters 6.8/15	
10:30				
SUNDAY	7.4/14	12.3/24	7.8/15	6.0/12
7:00	76. Life Goes On 5.0/11	7. 60 Minutes 15.1/34	83. Adv Mark & Brian 3.3/8	80. True Colors 4.3/10
7:30			82. Disaster Files 3.5/8	79. Parker Lewis 4.4/10
8:00	44. Am Fun Hme Vid 9.4/19	19. Murder, She Wrote 12.2/24	77. Against All Odds 4.6/9	55. In Living Color 8.0/16
8:30	48. Am Fun People 8.7/17			69. Roc 6.0/12
9:00	57. ABC Sunday Night Movie—Queenie, Pt. 1 7.8/14	26. CBS Sunday Movie—Who Is Julia? 10.9/20	33. NBC Sunday Night Movie—Bird on a Wire 10.2/19	51. Married w/Childn 8.5/16
9:30				61. Herman's Head 6.8/12
10:00				73. Std by Your Man 5.4/10
10:30				78. Get a Life 4.5/9
WEEK'S AVGS	9.5/18	10.4/19	11.0/20	6.2/12
SSN. TO DATE	12.0/20	13.3/22	12.2/20	7.9/13

RANKING/SHOW (PROGRAM RATING/SHARE) *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

double-checked and we didn't spot the error," said Arbitron spokesman Thom Mocarsky. He attributed the second error to miscommunication among Arbitron staffers.

Since recognizing the error, Arbitron has corrected WSCR's Arbitrend rating from a zero share to a 0.3 share for the period covering November, December and January.

"It means we had an audience on day one, even though initially they claimed we had no audience," said Seth Mason, vice president, Diamond Broadcasting.

"Suffice it to say, it was an error—and we make good when we make an error," Mocarsky said.

No adjustments were necessary for WSCR's subsequent ratings, which show the station's share rising to 0.7 in its second monthly trend, 0.9 in the winter book, and a 1.1 share in the most recent Arbitrends report.

Mason said the station is anxious to put the matter behind it, and looks forward to a strong spring as two Chicago teams (the Bulls and Blackhawks) contend for titles.

But he also said the erroneous zero rating had cost the station an undisclosed amount in lost advertising revenue and caused considerable worries at the station.

"It's hard enough signing on a radio station that had been dark and had no listeners for the previous 12 months," he said.

"There was some very negative press that the station received because of it. We had people here who changed jobs to come work here, who had to spend four weeks going home at night wondering if they had made a mistake." ■

RIDING GAIN

STERN LOOPED?

The on-again, off-again courtship between syndicated morning man Howard Stern and Evergreen Media's WLUP(AM) in Chicago is apparently on again. Evergreen Chief Operating Officer Jim de Castro says: "We're entertaining the thought of bringing him to Chicago if he's smart enough not to let money get in the way." Chicago sources say two things are holding up the deal: haggling over money and Evergreen's concern over adding another racy jokester to a station already facing indecency complaints. Stern's morning show originates on Infinity Broadcasting's WXRK(FM) New York and also airs in Philadelphia, Los Angeles, Baltimore and Washington. Stern's agent, Don Buchwald, had no comment on the negotiations. On his Thursday show, Stern confirmed that a Chicago station had offered around $600,000 to air the show.

PIRATE REVAMP

Changes at Westwood One's Pirate Radio (KQLZ-FM) Los Angeles: Carey Curelop resigned last week as program director, to be replaced by Greg Stevens of KIOZ(FM) San Diego, who will also serve as half of Pirate's new morning team beginning June 8. KQLZ-FM had a 2.2 share in the winter Arbitrons (total week, persons 12-plus), 22nd in the Los Angeles market.

DR. BRUCE?

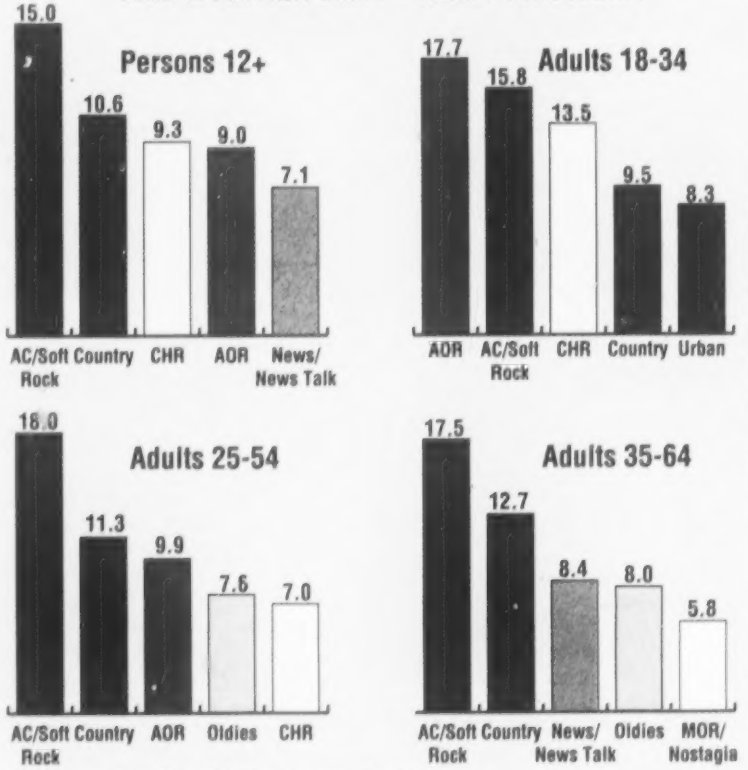
Two long-time radio personalities received special honors outside the industry this month. On the West Coast, Bill Keene, the veteran traffic and weather reporter at KNX(AM) Los Angeles received the ultimate Hollywood honor: his own star on Hollywood's Walk of Fame. Back east, NBC Talknet's Bruce Williams picked up an honorary doctorate from his alma mater, Kean College of New Jersey.

RADIO MONTREUX

NAB reports registration for NAB Radio Montreux, June 10-13, has topped 500, including 85 radio equipment suppliers and broadcasters from 25 countries. Among the featured speakers: FCC Chairman Alfred Sikes.

TOP FIVE FORMATS BY DEMOGRAPHIC GROUP

Total Week AQH Share—Winter 1992 Arbitron



Source: Interep Radio Store 95 Continously measured metros

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KVOA-TV **Tucson, Ariz.**; WESH(TV) **Daytona Beach-Orlando, Fla.**; KCCI-TV **Des Moines, Iowa**; KPRC-TV **Houston, and** KSAT-TV **San Antonio, Tex.** □ Sold by H&C Communications to Young Broadcasting (BROADCASTING, May 25). Estimates on purchase price range from $350 million to $650 million. **Seller** is headed by Thomas Reiff, president, broadcast group. **Buyer** is headed by Adam and Vincent Young (father and son) and owns WTVO(TV) Rockford, Ill.; KLFY-TV Lafayette, La.; WLNS-TV Lansing, Mich.; WKRN-TV Nashville; WKBT(TV) La Crosse, Wis.; WTEN-TV Albany, N.Y., and its satellite station, WCDC-TV Adams, Mass.

WSTM-TV **Syracuse, New York** □ Sold by SJL Broadcast Management Corp. to Federal Broadcasting Co. for close to $20 million. Seller is headed by George Lilly, president, who also owns KSNG(TV) Garden City, KSNC(TV) Great Bend, KSNT(TV) Topeka and KSNW(TV) Wichita, all Kan.; WJRT-TV Flint, Mich.; KTVQ(TV) Billings, Mont., and KSNK(TV) McCook, Neb. Buyer is headed by Dale G. Rands, chairman, and Peter Kizer, president, and currently owns WCFT-TV Tuscaloosa, Ala.; WTOM-TV Cheboygan, WLUC-TV Marquette and WPBN-TV Traverse City, all Mich.; WDAM-TV Laurel (Hattiesburg), Miss.; and KTVO(TV) Kirksville, Mo. (Ottumwa, Iowa). WSTM-TV is NBC affiliate on channel 3 with 100 kw vis. and 20 kw aural with antenna 1,000 feet above average terrain. *Broker: Media Venture Partners.*

KAHI(AM)-KHYL(FM) Auburn, Calif. □ Sold by Parker Communications-Sacramento Inc. to National Radio Partners Ltd. for $12.75 million. Sale includes KTCJ(AM)-KTCZ(FM) Minneapolis. **Seller** is represented by Elliot B. Evers, receiver. **Buyer** is headed by Arthur H. Kern and Alan S. Beck, and is licensee of KCEE(AM)-KWFM(FM) Tucson, Ariz., and WUBE-AM-FM Cincinnati. Kern holds 51% of voting stock of licensee of WOCL(FM) Deland, Fla. He also has 54% interest in licensee of WALK-AM-FM Patchogue, N.Y., and 51% voting stock interest in licensee of KMEN(AM)-KGGI(FM) San Bernardino-Riverside, Calif. KAHI has AC format on 950 khz with 5 kw day and 4.2 kw night. KHYL has oldies format on 101.1 mhz with 36.3 kw and antenna 577 feet above average terrain. *Broker: Media Venture Partners.*

WCAZ-AM-FM Carthage, Ill. □ Sold by Bryan Broadcasting Inc. to Reality Plus Corp. for $850,000. **Seller** is headed by Dan C. Bryan. **Buyer** is headed by John B. Jamison (60%), and has no other broadcast interests. WCAZ(AM) has C&W format on 990 khz with 1 kw day and 9 w night. WCAZ-FM has C&W format on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

KPRB(AM)-KSJJ(FM) Redmond, Ore. □ CP Sold by Redmond Broadcast Group Inc. to Stewart Broadcasting Inc. for $710,000. **Seller** is headed by Donald McCoun. **Buyer** is backed by Stewart-Hyams Family Trust (100%), headed by Sande R. Stewart, and has no other broadcast interests. KPRB is fulltimer with C&W format on 1240 khz with 1 kw. KSJJ has C&W format on 102.9 mhz with 2.25 kw and antenna 393 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$392,660** □ **5**

FM's □ **$977,000** □ **5**

AM-FM's □ **$14,348,000** □ **5**

TV's □ **$820,000,000** □ **10**

Total □ **$835,717,660** □ **25**

1992 to Date:

AM's □ **$34,885,198** □ **79**

FM's □ **$56,754,138** □ **96**

AM-FM's □ **$97,389,205** □ **60**

TV's □ **$1,095,116,620** □ **32**

Total □ **$1,284,145,161** □ **267**

For 1991 total see Jan. 27, 1992 BROADCASTING.

SOLD!

WSTM-TV (NBC), Syracuse, New York from **SJL Broadcast Management Corp.**, George D. Lilly, President to **Federal Broadcasting Company,** Dale G. Rands, Chairman/CEO and Peter Kizer, President/COO.

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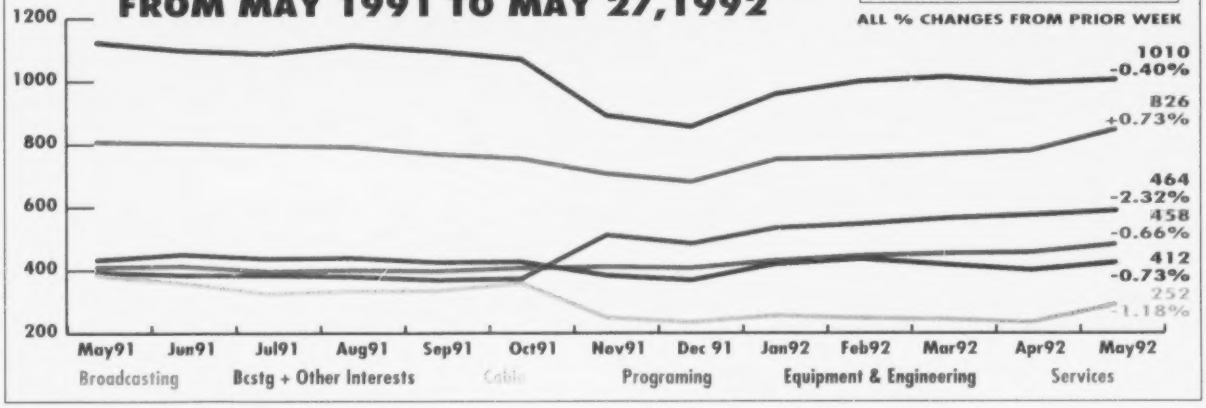
Broadcasting's By The Numbers

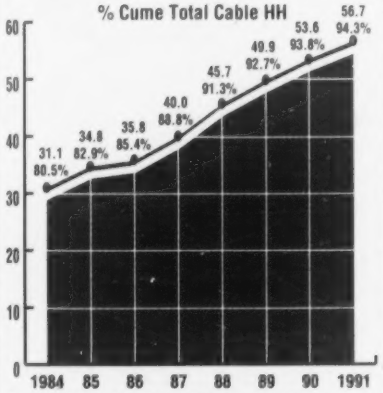
STOCK MARKET PERFORMANCE AVERAGES FROM MAY 1991 TO MAY 27,1992

NASDAQ: 577.35 (-0.51%)
S&P Ind.: 487.45 (-0.57%)
ALL % CHANGES FROM PRIOR WEEK



AVE. WEEKLY CUME— AD-SUPPORTED CABLE

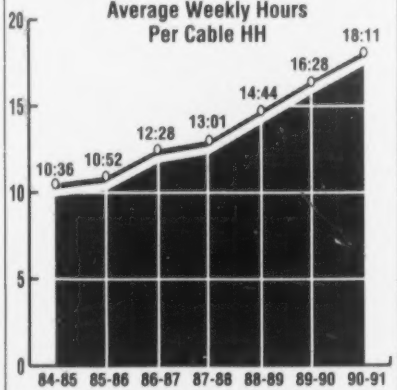
HHs In Millions
% Cume Total Cable HH



Source: Cabletelevision Advertising Bureau, A.C. Nielsen data

TIME SPENT WITH BASIC CABLE

Average Weekly Hours Per Cable HH



Source: Cabletelevision Advertising Bureau, A.C. Nielsen data

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,982	233	5,215
Commercial FM	4,652	1,001	5,653
Educational FM	1,530	314	1,844
Total Radio	**11,164**	**1,548**	**12,712**
Commercial VHF TV	558	13	571
Commercial UHF TV	580	169	749
Educational VHF TV	123	5	128
Educational UHF TV	236	9	245
Total TV	**1,497**	**196**	**1,693**
VHF LPTV	452	148	600
UHF LPTV	785	849	1,634
Total LPTV	**1,237**	**997**	**2,234**
FM translators	1,894	362	2,256
VHF translators	2,503	76	2,579
UHF translators	2,350	400	2,750

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.
[1] Construction permit. [2]Instructional TV fixed service. [3]Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

Broadcasting In Brief

Tribune Broadcasting Co. agreed last week to purchase D&D Broadcasting's KOSI(FM)-KEZW(AM) Denver for $19.9 million, pending FCC approval. Wayne Vriesman, Tribune's radio group VP, called the purchase "the first step in a long-term strategy to expand our radio group." Because Tribune owns KWGN-TV Denver, the purchase will require a waiver from the FCC of its "one-to-a-market" rule.

Three Capcities/ABC O&O's—KABC-TV Los Angeles, KTRK-TV Houston and KSFN-TV Fresno, Calif.—**and the CBS affiliate in Tallahassee, Fla., WCTV, were hit last week with FCC complaints alleging overcharging candidates** in violation of the agency's lowest-unit-charge rules.

Talks between networks and their affiliates on network-cable crossownership have taken on an

even greater significance in light of the FCC's Mass Media Bureau recommending relaxing the ban to allow the three broadcast networks to acquire cable systems serving up to 10% of the nation's homes passed and up to 50% of homes passed in a local market, which is what the networks had proposed. Affiliates—while against any repeal—had proposed safeguards of 5% national and 25% local. The FCC is expected to take up the issue at its June 18 meeting. **Justice Department** also filed at the FCC, saying it **"supports elimination of the rules prohibiting all crossownership between cable systems and TV networks."**

WFAN(AM) New York morning personality **Don Imus** reportedly signed a five-year contract last week that will pay him **$3 million per year** to remain with the Infinity station. Infinity President Mel Karmazin had no comment on published reports of the new contract, said to be second in the New York market only to Howard Stern's estimated $3.5 million salary with Infinity's WXRK(FM).

Pay-per-view summer Olympics Triplecast will place its promotional emphasis on cable spots in the final weeks leading up to the games, with more than 2,000 spots scheduled on the national cable networks alone. The Triplecast's $40 million promotion effort will also use a number of primarily 60-second spots during NBC programing, including *Olympic Showcase,* Wimbledon, the NBA finals and late night and select prime time series *(L.A. Law, Cheers, Seinfeld, Wings* and *Quantum Leap).* There will also be a five-minute infomercial adjacent to game one of the NBA finals.

Rupert Murdoch, CEO of News Corp. and owner of Fox Broadcasting Co., submitted a six-page **outline on the future of broadcast television** at the request of Senator John McCain. "The number-one action that the Congress can, and we believe must, take to assure the future of over-the-air broadcasting is to repeal the cable compulsory license," Murdoch said. Fox is among the

ONE DOWN, LOTS TO GO FOR MFJ BILL

House Judiciary Committee Chairman Jack Brooks's (D-Tex.) Antitrust Reform Act (H.R. 5096), aimed at blocking monopolistic practices by the regional Bell operating companies (RBOC's), passed the Economic and Commercial Law Subcommittee by a 10-6 vote last Thursday (May 28). But the bill faces many hurdles before it can become law.

H.R. 5096, designed to replace the modified final judgment, the AT&T breakup consent decree, would establish strict entry tests and waiting periods of between three and seven years for RBOC entry into information services, telephone equipment manufacturing and long-distance service.

Several subcommittee members complained that the bill, introduced on May 4, was being rushed through committee without hearings. Others said they would support amendments to significantly alter the bill's waiting periods and entry tests when it reaches full Judiciary committee.

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Commerce Secretary Barbara Franklin also stand in the way of the bill's enactment. Dingell asked House Speaker Thomas Foley (D-Wash.) for joint jurisdiction of the bill once it passes the Judiciary Committee because of its potentially great impact on communications regulation. That could add weeks to the process during a short legislative year. Franklin listed several objections to the bill and said she would recommend a presidential veto if it passes. **–RMS**